

# Technology in Rural Transportation

A recent study documented more than eighty proven, cost-effective, “low-tech” solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:



Learn all about the simple solutions on the Internet at <http://inform.enterprise.prog.org>

The simple solutions report is available from Hau To at (503) 892-2533, or email: [to@crc-corp.com](mailto:to@crc-corp.com)

## Construction Project Media Kit

<b>Overall goal:</b>	To encourage contractors and others responsible for coordinating construction projects to be more involved with the media/public relations aspect of a road construction project.
<b>Technical approach:</b>	The media kit, an initiative of the Iowa Concrete Paving Association (ICPA), is a CD-ROM consisting of Microsoft Word templates that were created by a contracted programmer. Users enter the basic facts of the project and the kit creates a small or large media kit, thank-you notices and note cards.
<b>Current status:</b>	The media kit has been developed and is available for use.
<b>Location / geographic scope:</b>	The media kit was developed for the state of Iowa.
<b>Agencies involved:</b>	The kit was created by the ICPA as a service to its members.
<b>Cost information:</b>	The agency used member funds to hire an independent programmer who created the templates.
<b>Key contacts:</b>	John Cunningham, ICPA, 515.963.0606.
<b>Have goals been achieved?</b>	Yes. As word has spread, county engineers and contractors across Iowa have been requesting copies of the kit.
<b>Solution timeline:</b>	Project has been deployed.

